

**Economic Development Committee Meeting Agenda and Minutes
City of Park Hills**

Tuesday, January 24, 2023

6:00 PM

**In-Person at Park Hills City Building
1106 Amsterdam Road, Upstairs Council Chambers**

Virtual via GoToMeeting: <https://meet.goto.com/527417925>

You can also dial in using your phone.

Access Code: 527-417-925

United States: +1 (872) 240-3212

- One-touch: tel:+18722403212,,527417925#

Attendance

In-person: Josh Wice, Marty Boyer, Joe Daugherty, Sarah Froelich (chair)

Online: Kathy Zembrodt, Mike Conway

Absent: Joe Shields (co-chair), Monty O'Hara

The meeting began at 6:00 PM ET.

1. Economic development resources with Josh Wice from Kenton County Planning and Development Services (PDS) (20 minutes)
 - a. Josh Wice, Community Development Manager, jwice@pdskc.org, 859-331-8980
 - b. Josh Wice stated that his jurisdiction is all 19 cities in Kenton County and the fiscal court. He focuses on commercial and neighborhood commercial districts. He is here to ask what his office can help with—community development, real estate, and access to data around the state of businesses in Park Hills. He can develop a personalized program. He can help with initiatives like pedestrian friendliness and the impact of upcoming bridge construction, potentially helping us turn challenges into positive development.
 - c. The discussion included the following details:
 - i. Review of some key points from the 2009 Market Analysis for the Park Hills Dixie Study—many points are still relevant today.
 - ii. There are new residential developments along the Dixie Highway corridor.
 - iii. Interest in determining whether a TIF district would work for Park Hills.
 - iv. Interest in bringing in a new restaurant.
 - v. Interest in reviewing case studies from neighboring or comparable cities or examples of success.
 - vi. Note that Park Hills is part of a larger metro area—a greater region.
 - vii. Interest in defining a potential, future restaurant or other business in Park Hills as an independent destination—to attract from the region.
 - viii. Interest in laying the groundwork for future developers, examining what incentives we can provide.

- ix. Note that the corner of N/S Arlington and Dixie Highway is desirable because of the possibility for parking, there's already a stop light and a curb cut there. There's greater accessibility and visibility.
 - x. TIF district options are state and local—if this is a helpful plan of action, local may be more likely.
 - xi. Josh could spend a whole meeting reviewing the details of TIF districts with our committee if we want. He can start the financial analysis and note the high-level things we can do. Kathy asked Josh to get info from Julie Alig by email, copying her and Sarah. Note that the project must be large enough to be catalytic.
 - xii. Other topics of interest: Attracting health and medical facilities, defining architecture and design standards.
 - xiii. Liquor store in progress
 - xiv. Josh can help guide us in establishing standards as we go through Z21 and can give a development perspective.
 - xv. How can we make the Dixie corridor more attractive? Josh suggested a property maintenance code could be a good idea.
 - xvi. Consider whether setbacks and landscaping could be helpful.
 - xvii. Consider our connections with Covington.
 - xviii. Note that the services that Josh can provide are not an additional cost for the city.
 - xix. Josh will follow up with Kathy and copy Sarah.
 - xx. Interest in more added amenities, increase in property values, and historic charm.
2. Review of [October minutes](#) (5 minutes)
 - a. Sarah will email for approval.
 3. Committee Members and regular meetings (5 minutes)
 - a. Let's establish continuity for this committee and avoid the start and stop nature of the past.
 - b. Meet every 4th Tuesday.
 4. [Committee mission and priorities](#) (15 minutes)
 - a. Consider creating a survey about amenities on Dixie Highway. Newsletter? Survey Monkey? How do we decide which points of view are most important or relevant?
 - b. Revise to what our community needs are in the future.
 - c. Our community's voice needs to be heard.
 5. [Activities of the previous Economic Development Committee Meeting](#), focusing on the Park Hills Dixie Study and Market Analysis Study (5 minutes)
 6. Resources and ideas for future meetings (5 minutes)
 - [PDS economic development support](#)
 - [Catalytic Fund](#) president Jeanne Schroer
 - Relevant data
 - Brand study

Sarah will send a meeting invitation for subsequent meetings.

The meeting adjourned at 7:02 PM ET.

Next Meeting: Tuesday, February 28, 2023, at 6 PM